

MBA

I B MBA
S P The International
Business School of
Pharmacists

The International Business School of Pharmacists

Wittenburg Castle of Wassenaar - Netherlands

20 months study starting in 22 January 2024



The world of pharmacy is changing at a rapid pace. On the one hand, parties are impatient to take over the distribution of the medication and digital platforms offer opportunities to shape information and advice in a different way. These are just a few examples of the challenges of today's pharmaceutical market.

On the other hand, there are several experts who call for a different role for the pharmacist. For example, there are experts who call for the use of medicines to be more effective, safer, more efficient and more sustainable. Or for a completely different role when it comes to collaboration with prescribers.

The interest group FIP calls on for a transformation of the pharmacy profession over the next year globally, regionally and nationally. The developed 21 FIP Development Goals. The nr. 1 goal is to develop academic capacity.

In this current changing marketplace, it is not enough to be an excellent pharmacist, but more and more you also need to have advanced business knowledge and skills. "We are well trained to supply medical products to our patients, but we lack the education to run our pharmacists as highly functioning businesses. "

Pharmacists' practices in Europe have been quite conservative and are not well equipped to face all the challenges. These challenges force the pharmacists to get out of our comfort zone and respond. But how?



We believe the pharmacists profession in general, and pharmacists' practices in particular need more guidance by new leaders with strong business skills. At IBSP (the International Business School of Pharmacists), we aim to educate future leaders by providing well-skilled and experienced pharmacists leadership and management acumen. These future leaders have to safeguard what is important to pharmacists; state of the art care for patients embedded in sustainable pharmacists' businesses.

Business administration is defined as the performance or management of business operations and decision making. This includes the efficient organization of people and other resources, so that all activities are focused on common goals and objectives.

The study entitles you to the title: **Executive MBA pharmacy.**



IBSP's MBA program

The 6 theme based teaching blocks include modules like; world business trends , disruption and sustainability, digitalisation and its impact on the pharma sector, business strategy, customer journey, sales and marketing, supply chain management, corporate finance, management of business processes, leadership and change management.

Legal and technical processes in companies are also discussed. Moreover, in the modules on personal development, you will gain insight into social and psychological processes that are important for understanding and explaining consumer behaviour.

In addition, attention is also paid to the comparisons of how different countries try to solve their pharmaceutical challenges in different ways.

Description of the six teaching blocks

1st Block Market Assessment

In this first block of the MBA programme you will get a good insight in the trends in the global business environment and more specifically in the pharma part of the health sector. The importance of technology monitoring and analysis i.e. having a good technology watch will become obvious. The scanning of the business environment and the changing market conditions will then be translated in the new customer values and expectations you have to be aware of. We will make client value the crucial component of the business model and provide you with tools to monitor the elements that gauge the dynamics of value creation.

With these market assessment introductions we have the basis for a discussion of the strategies your organisation can choose from. This way we identify customer-centric sustainable improvement strategies.

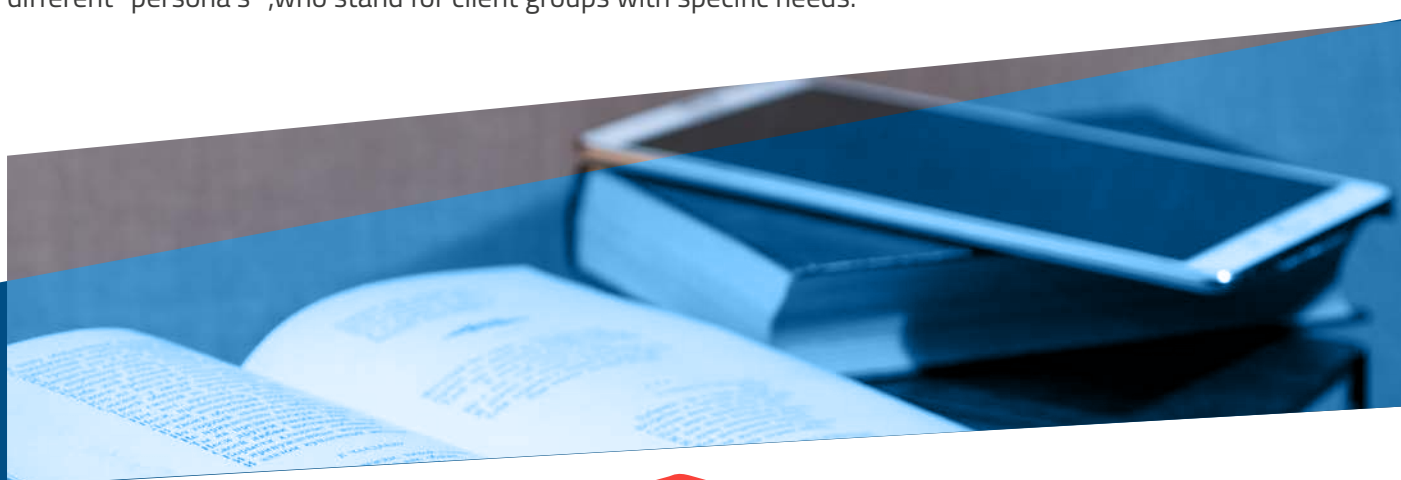
To be able to underpin the choice of your sustainable strategy the relevant quantitative methodologies will be discussed. This way solid analysis, selection and evaluation tools are used.

2nd Block Patient Digitalisation

A substantial part of the answer to new customer needs and an important part of the solution for a better organisation of the internal processes centred around customer satisfaction, can nowadays be found in digitalisation. This whole block will provide you with an overview of the different components of digitalisation and the role they might play in your organisation.

As this whole programme starts with the customer, we start by discussing the new marketing approaches digitalisation allows us to use. To go more in detail we will then look at how good web management can improve your interaction with the client to create more customer value.

To improve and increase the efficiency of your internal processes blockchain might play a crucial role. Big data and artificial intelligence to analyse those data offers totally new ways to develop medicines, but also to get better insight in your client needs a adjust your service offering accordingly. It will also allow you to make a profile of different "persona's" ,who stand for client groups with specific needs.



3rd Block Business Innovation

This block is organised around the topic of innovation. If the first block has identified new client needs and the second block gave you an overview of the different digital tools available to enhance customer value this block focusses on business value creation by innovation.

By definition this starts with creativity. How do we develop a creative culture and make the business organisation more creative and open to context? We will demonstrate and apply creative models, techniques and tools. Creativity has to be translated in new or adapted services which need a good brand management to optimise their effect.

To identify spots where innovation might improve the customer value creation, we need a good inside in the "customer journey" ; all the "touch points" between your customer and your organisation will be analysed and improvement areas identified.

We will provide you with the tools of design thinking, a proven approach to customer-oriented innovation. You will learn how to combine the power of design thinking with the efficiency of a lean start-up.

This whole block should lead to the formulation of a new not yet existing service a so called "blue ocean" project which will be the topic of your final MBA thesis work.



4th Block Process Optimisation

This block is more internally oriented; how to optimise your business processes but always with the value creation for your customer in mind. The key principles of lean management and of processes and performance are central in this block.

Improving your supply chain management and getting a good inside in sales & procurement management will be the topics of three sessions which will comprise a lot of hand-on experience like negotiation exercises.

Of course attention will also be given to the financial side of the operations. Defining action plans and resources required, allocating resources to priority processes and monitoring the efficiency and sustainability of the deployed resources are obvious topics. One session will focus on how new activities could be financed in the best way; explaining advantages and disadvantages of self-financing, bank financing, government subsidies, and private investors.



5th Block Healthcare Leadership

This fifth block of your MBA programme starts with two sessions of action learning; a strategic and operational business simulation. In fact a lot of the strategic, marketing, operational and financial concepts which have been dealt with in earlier blocks will be tested in a generic competitive economic reality. You will compete with your fellow participants in four teams and create your own competitive business setting due to the strategic and operational decisions of the four teams.

After these two “hard” business leadership sessions the focus will shift to the, at least as important, “soft” side of leadership. Here issues like future needs (personnel and skills) in accordance with the strategy, managing diversity and talents, working with others, capitalizing on different group perspectives to meet goals in diverse, complex, and global business environments are at stake. How to inspire a shared purpose, sharing the vision, leading with care, engaging the team are all components of the leadership profile that will be discussed.

Being able to read what is happening in an organisation to maximize the value/cost creation in an organisation, while acquiring an integrative management approach is the final topic of this block.

6th Block Change Management

New activities are exciting and challenging and can create value but also entail risk. Analysing the value and the risk and managing it are therefore crucial. One session of this block will be dedicated to that topic.

If one thing is at the core of this MBA programme it is change. We identified strategic challenges for your company, you have to prepare the organisation for change and manage that change process. Understanding the thought processes and the nature of opposition and know the different stages involved in a process of change are a starting point.

A change process mostly also involves a gradual or total change of business culture. Developing a business culture that optimise your business performance is important for the sustainability of your company. But this is a long process, in fact it is the final result of a successful change process. To assure that the new strategy is viable we have to discuss the legal frameworks to ensure an appropriate system of governance which aligns with this strategic vision. Evaluate governance systems based on efficiencies, stakeholder relationships, and the chosen strategic vision of a business.

In this context “ethics” plays a crucial role as well. For instance the many digital opportunities identified in block 2 create ethical questions which have to be addressed, as do some of the operational and leadership issues discussed in block 4 and 5.

The concluding session of this block discusses the dilemma’s CEO encounter and how they deal with them.



The Pharmacists Touch

Our broad range of interrelated, state-of-the-art modules provide insight into the kind of coherence that experienced managers share when it comes to management issues. The modules are chiefly practical. Most important assets of our program are the professors and top lecturers we have, all of whom have both extensive practical experience and strong didactic skills. Moreover, the international group of pharmacists with their experience and the pharmacist's network of our International Business School of Pharmacists will drive the specific cases you will have to work on.

Study load

The study entitles you to the title: Executive MBA pharmacy. The total study load of this blended (residential and digital components, and coaching on-line) MBA program over a 20 months period will be 1500 hours consisting of 30 residential days at Castle Wittenburg in Wassenaar, three residential seminars at the University of Europe for Applied Sciences in Germany, 20 webinars, distance tutoring, self-study, paper writing and thesis work.

Assignments

In addition to the various modules, you will also carry out a group management assignments in your first year. In your second year you work on a final project to develop a fully operationalized business plan for a new (disruptive) company, or a new product, or service in the pharmacist's market. You will present and defend the "masterpiece" business plans to an evaluating committee.

Any intellectual property rights developed in the process will remain with you and/or your respective employers, giving you the opportunity to actually start up a new company or new services within your company. As the evaluating committee includes a venture capitalist from an investment bank in addition to our professors, you will automatically have contact with a potential investor for the new business plan you may have developed.



Improve your business skills and enroll now!

After several years in the world of pharmacy you are wondering where the profession is heading in the future. You have a lot of ideas about it, but you are looking for leadership and management tools to make the difference. At the International Business School of Pharmacists, you can acquire these tools from engaged teachers, together with likeminded students from all over Europe.

Kasteel Wittenburg, Wassenaar in the Netherlands is outstanding and so is the action learning style of education and the guidance you will receive during your study of almost 2 years. The program can easily be integrated into the dynamics of work and private life. All work assignments and cases will be directly applicable in your working environment.

Costs and timing

The Master of Business Administration program will start on Monday 22 January 2024. The program will last 20 months.

The residential Mondays (10.00 - 19.30) at Castle Wittenburg in Wassenaar will mostly be every 2 weeks (with interruption periods during holiday seasons).

The cost of this Executive MBA program are EUR 33.950 excluded from VAT. This includes literature and study materials. As a service, the International Business School of Pharmacists offers participants the opportunity to pay in instalments over the entire program period.



The program

6 theme based blocks each with 5-6 sessions related to the overall theme:

1st block of 16 weeks: Market Assessment

Kick-off & World Trends
Marketing Management
Strategy Management
Disruption & Sustainability
Economy & Innovation
Paper Market Assessment

4th block of 16 weeks: Process Optimization

Supply Chain Management
Sales/Procurement Man.-1
Sales/Procurement Man.-2
Financial Management
Private Equity & Venture Cap.
Paper Process Optimisation
Residential Seminar: "Innovation and Process Optimisation"

2nd block of 16 weeks: Patient Digitization

Digital Marketing
IT & Web Management
Blockchain
Big Data, AI & Algorithms
Profiling
Digitalisation in the pharma
Paper Patient Digitisation
Residential Seminar: "The changing market and digitalisation"

5th block of 16 weeks: Healthcare Leadership

Strategy and implementation 1
Strategy and implementation 2
Henry V
Leadership
Reading Organisations
Paper Healthcare Leadership

3rd block of 16 weeks: Business Innovation

Creativity
Brand Management
Customer Journey
Project Management
Blue Ocean & Design Thinking
Paper Business Innovation

6th block of 16 weeks: Change Management

Value & Risk Management
Change Management & Culture
Business Ethics
CEO dilemma's
Paper Change Management

Plus: 20 digital webinars of 1½ hours spread over the 20 months

Residential Seminar: "Leadership and Change Management" & Graduation

If you want more information call or enroll

Peter Felen MSc
Director MBA pharmacy

+31 651 104 40 8

peter.felen@international-mba-pharmacists.com

Professor Sybren Tijmstra
Dean MBA pharmacy

+31 641 835 39 6

sybren.tijmstra@international-mba-pharmacists.com

www.international-mba-pharmacists.com

